| Electronic Acknowledgement Receipt   |  |  |  |  |  |
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| EFS ID:                              | 4306535  |  |  |  |  |
| Application Number:                  | 09894213   |  |  |  |  |
| International Application Number:    |  |  |  |  |  |
| Confirmation Number:                 | 4820   |  |  |  |  |
| Title of Invention:                  | System and method for controlling the presentation of advertisements |  |  |  |  |
| First Named Inventor/Applicant Name: | Christian L. Struble   |  |  |  |  |
| Customer Number:                     | 22879  |  |  |  |  |
| Filer:                               | David R. Risley/Tina Hall  |  |  |  |  |
| Filer Authorized By:                 | David R. Risley  |  |  |  |  |
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| Application Type:                    | Utility under 35 USC 111(a)  |  |  |  |  |
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| Submitted with Payment | no |
|------------------------|----|
| File Listing:          |    |

| The Listing.                    |                      |  |                                     |                     |                     |  |  |  |
|---------------------------------|----------------------|--|-------------------------------------|---------------------|---------------------|--|--|--|
| Document<br>Number              | Document Description | File Name                                    | File Size(Bytes)/<br>Message Digest | Multi<br>Part /.zip | Pages<br>(if appl.) |  |  |  |
| 1 Miscellaneous Incoming Letter | 00817202.PDF         | 521791                                       | no                                  | 1                   |                     |  |  |  |
|                                 |                      | 0f3f1e77c2d02d7a359f477bbc52487ac8df<br>0518 |                                     |                     |                     |  |  |  |
| Warnings:                       |                      |  |                                     |                     |                     |  |  |  |

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| 2 Reply Brief Filed | 00818022.PDF                        | 13e5546ba7bac5124ef8878b4fca9feda6f3<br>b2d6 | no | 8 |  |
|                     |                                     | 277595                                       |    |   |  |

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## New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

## National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

## New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.